

## What is claimed is:

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1. The use of water-redispersible polymer powders based on protective colloid stabilized vinyl ester polymers in building adhesive compositions, wherein the vinyl ester polymers contain from 0.2 to 1.5% by weight, based on the overall weight of the vinyl ester polymers, of auxiliary monomer units derived from monomers having a higher water solubility than vinyl acetate.
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2. The use as claimed in claim 1, wherein one or more auxiliary monomer units are present from the group consisting of ethylenically unsaturated monocarboxylic and dicarboxylic acids and their anhydrides, ethylenically unsaturated carboxamides and carbonitriles, ethylenically unsaturated sulfonic acids and their salts.
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3. The use as claimed in claim 1 or 2, wherein vinyl ester polymers present comprise vinyl ester-ethylene copolymers, further comprising fumaric or maleic diesters if desired, or vinyl ester-ethylene-vinyl chloride copolymers, or vinyl acetate copolymers with one or more copolymerizable vinyl esters, further comprising ethylene if desired, or vinyl ester-acrylic ester copolymers, further comprising ethylene if desired.
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4. The use as claimed in claim 1 to 3, wherein protective colloids present comprise one or more partially hydrolyzed or fully hydrolyzed polyvinyl alcohols.
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5. The use as claimed in claim 4, wherein one or more polyvinyl alcohols are present from the group consisting of partially hydrolyzed polyvinyl

alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas and partially hydrolyzed, hydrophobically modified polyvinyl alcohols having a degree of hydrolysis of from 80 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution of from 1 to 30 mPas.

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6. The use as claimed in claim 5, wherein one or more polyvinyl alcohols are present from the group consisting of polyvinyl alcohols having a degree of hydrolysis of from 85 to 95 mol% and a Höppler viscosity in 4% strength aqueous solution from 3 to 15 mPas.
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7. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cementitious building adhesive formulations.
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8. The use as claimed in any of claims 1 to 6, wherein the polymer powders are used in cement-free building adhesive formulations.
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9. The use as claimed in claim 7 or 8, wherein the polymer powders are used as tile adhesives.
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10. The use as claimed in claim 8, wherein the polymer powders are used as exterior insulation system adhesives.

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